Friday, November 2, 2012

10:45 – 11:00 am  Welcome and Introduction
   Hartmut Berghoff (GHI, Director)
   Christina Lubinski
   Matthias Kipping

   Part I: Multinationals in Emerging Economies in Historical Perspective

11:00 am – 12:30 pm  Session 1: Overview and Periodization
   Chair: Jessica Csoma (GHI)
   Geoffrey Jones (Harvard)
   *Multinational Strategies and Developing Countries in Historical Perspective*
   Terry Ozawa (Columbia University/Colorado State)
   *The Changing Nature of Multinationals’ Operations in the Emerging World and their Impacts on Host and Home Countries*

12:30 – 1:30 pm  Lunch Break (Sandwich lunch at the GHI)

1:30 – 3:30 pm  Session 2: Organizational Choices and Foreign Direct Investments
   Chair: Jan Logemann
Peter Buckley, Adam Cross and Sierk Horn (Leeds)
*Japanese Production Networks in India: Spatial Distribution, Agglomeration and Industry Effects*

Andrea Lluch and Norma Lanciotti (CONICET Buenos Aires)
*Foreign Multinationals in Emerging Markets: the Argentinean case (c. 1914-1960)*

Bram Bouwens and Keetie Sluyterman (Utrecht)
*From Colonial Empires to Developing Countries and on to Emerging Economies: the International Expansion of the Dutch Brewery Heineken, 1930-2010*

3:30 – 4:00 pm  
**Coffee Break**

**Part II: Challenges for Multinationals in Emerging Economies**

4:00 – 6:00 pm  
**Session 3: The Challenge of Weak Institutions**  
Chair: Christina Lubinski

Marcello Bucheli and Erica Salvaj (Illinois)

Pao Kao, Martin Johanson, and William Redekop (Uppsala)
*How do Market-Leading Foreign Subsidiaries in China Overcome Changes in Laws and Regulations and Sustain Their Success? – Cases of Swedish Manufacturing Firms*

Fabio Lavista (Bocconi)
*Widening a tight domestic market: Pirelli’s finance relationships and direct investments in Latin America, 1901-1945*

8:00 pm  
**Dinner**  
Rosemary’s Thyme Bistro  
1801 18th St., NW  
Washington, DC 20009  
Tel.: (202) 332-3200
Saturday, November 3

8:30 – 10:00 am  Session 4: The Challenge of Nationalism
Chair: Matthias Kipping

Takafumi Kurosawa and Pierre-Yves Donzé (Kyoto)

Christina Lubinski (GHI)
_Don't send your money beyond the seas: Western Gramophone Companies in Bengal and the Challenge of Indian Nationalism, 1900 – 1939_

10:00 – 10:30 am  Coffee Break

10:30 am – 12:30 pm  Session 5: The Challenge of Decolonization
Chair: Atiba Pertilla (GHI)

Stephanie Decker (Birmingham)
_British Multinationals in West Africa: Re-gaining Organizational Legitimacy after the End of Empire_

Espen Storli (Trondheim)
_Commodity Trading and Decolonization_

Adrian E. Tschoegl (Wharton)
_Belgolaise: The life-cycle of a colonial bank_

12:30 – 2:00 pm  Lunch (nearby restaurants)

Part III: Consequences for Host Countries

2:00 – 3:30 pm  Session 6: Multinationals and Technology Transfer
Chair: Christina Lubinski

Elisabeth Koll (HBS)
_Selling Industrialization and Technological Progress: Foreign Multinationals in China’s post – 1895 Emerging Market_
David Pretel and Nadia Fernández de Pinedo (Cambridge)
*Trading Innovation in Cuba: a study of Derosne & Cail, 1812 – 1898*

3:30 – 4:00 pm  Coffee Break

4:00 – 5:30 pm  Session 7: Multinationals and the Local Business Community
Chair: Matthias Kipping

Graham D. Taylor (Trent, Canada)
*Canadians in the Tropics: Imperial Oil in Latin America 1914 – 1948*

Rafael Castro, Adoración Alvaro-Moya, and Nuria Puig (Madrid)
*Understanding the Interplay Between Foreign Multinationals and Local Talent: Three Multinational Firms in Europe’s California (Spain, 1880 – 1975)*

5:30 – 6:00 pm  Concluding discussion